

U.S. Department of Veterans Affairs' (VA) Calendar Year (CY) 2023 Veteran Homelessness National Goals Office Hours

VHA Homeless Programs Office
January 4, 2024

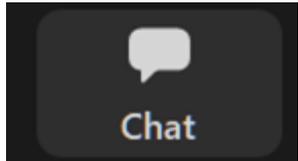
Housekeeping

- This call will be recorded.
- The webinar will last approximately 60 minutes.
- All attendees will be muted.
- Questions can be submitted using the Chat function.
- If you have questions following the call, please email VHA11HPO38kGoalSupport@va.gov.

Zoom Controls

Typically, on the bottom of the screen

All participants are muted upon entry



Chat – add questions or comments during the call.

Agenda

- Progress Update
- Final Actions
- Communications Planning
- Q&A



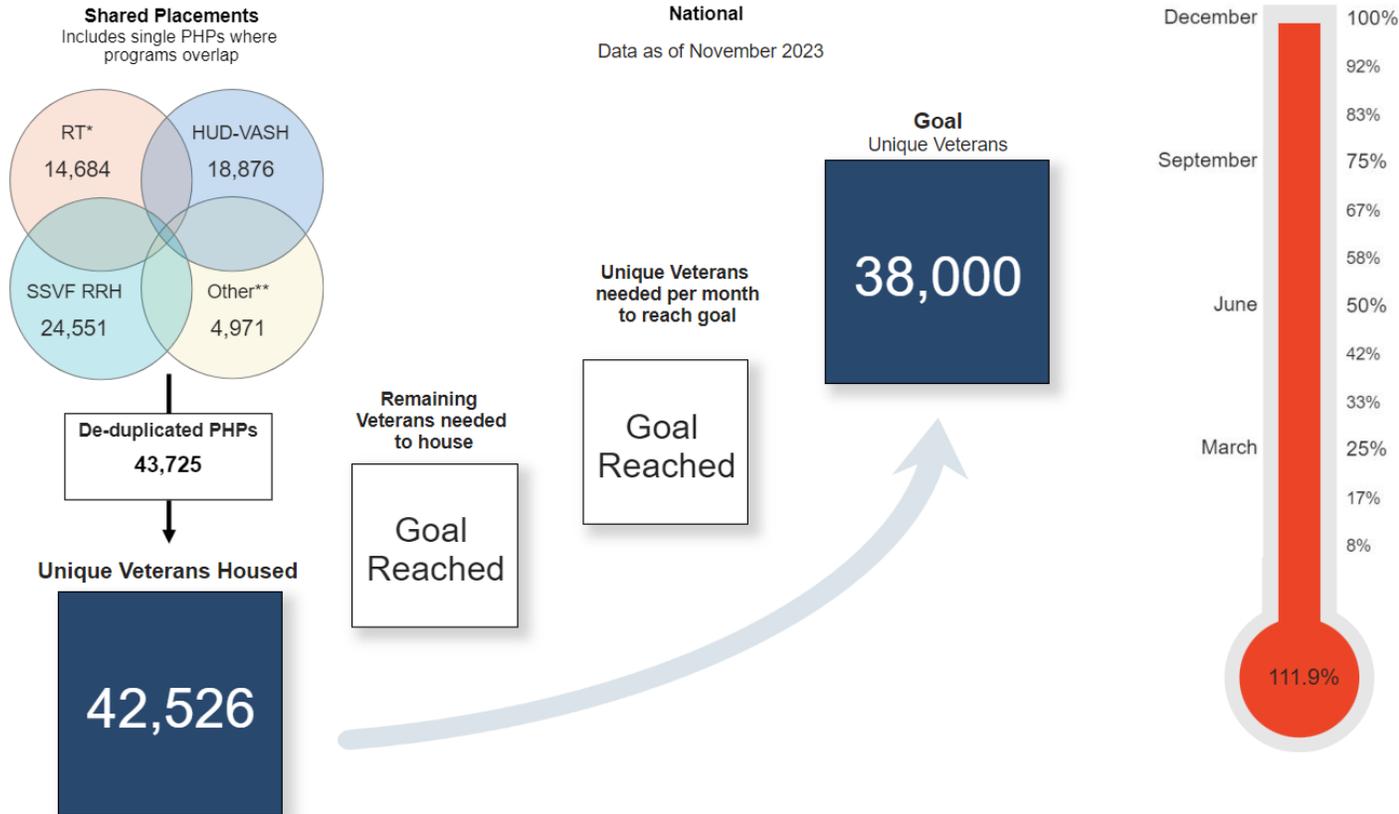
Progress Update



Goal 1: Permanent Housing

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Permanent Housing: VA has made a commitment to permanently house (PH) at least 38,000 unique Veterans in CY 2023. De-duplicated permanent housing placements (PHPs) for unique Veterans made during CY 2023 from the following programs count toward this goal: Grant and Per Diem (GPD), Health Care for Homeless Veterans (HCHV) Contracted Residential Services (CRS), HCHV Low Demand Safe Haven (LDSH), Housing and Urban Development-VA Supportive Housing (HUD-VASH), and Supportive Services for Veteran Families (SSVF) – Rapid Re-Housing (RRH) homeless services who obtain permanent housing (PH), Mental Health Residential Rehabilitation Treatment (MHRRT), HCHV Case Management (CM), and for Veterans homeless at entry for the following programs: GPD CM, SSVF – Homelessness Prevention (HP), Veterans Justice Outreach (VJO), and Health Care for Reentry Veterans (HCRV).



* RT Programs: GPD and HCHV CRS/LDSH
 ** Other: MH RRTP, GPD CM, HCHV CM, Homeless VJP, and SSVF HP
 *** Nationally, Unique Veterans Housed represents all unique Veterans across facilities

Veteran Detail

Veteran level access is limited to HOMES users.

Goal 2: Prevention of Returns to Homelessness

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Prevention of Returns to Homelessness: For Veterans who become permanently housed in CY 2023, no more than 5% return to homelessness. Of those who return to homelessness in CY 2023, no less than 90% will be re-housed or placed on a pathway to re-housing in CY 2023.



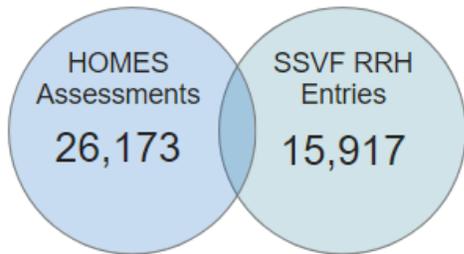
Goal 3: Engagement with Unsheltered Veterans

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Engagement with Unsheltered Veterans: Nationally, VA will increase outreach to and engage with no less than 28,000 unique unsheltered Veterans

National
Data as of November 2023

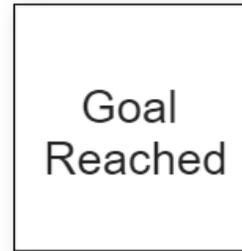
Unsheltered Veteran Engagement
Unsheltered Veterans de-duplicated by type of engagement (includes Veterans unsheltered at both assessment and SSVF RRH program entry)



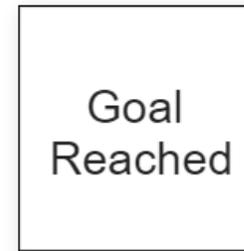
Unique Unsheltered Veteran Engagement



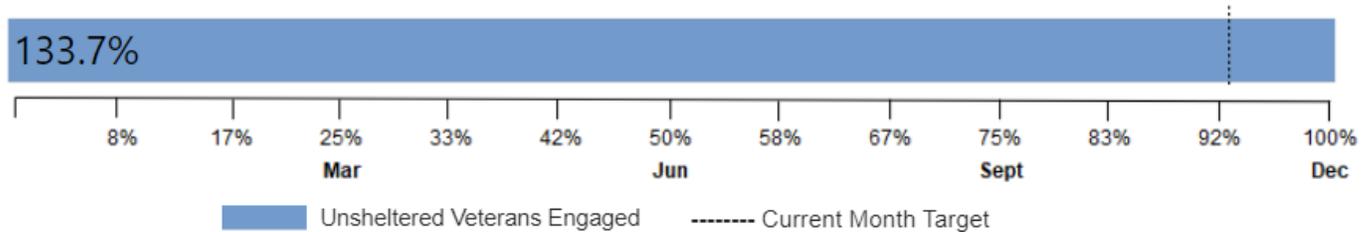
Remaining Unsheltered Veterans Needed



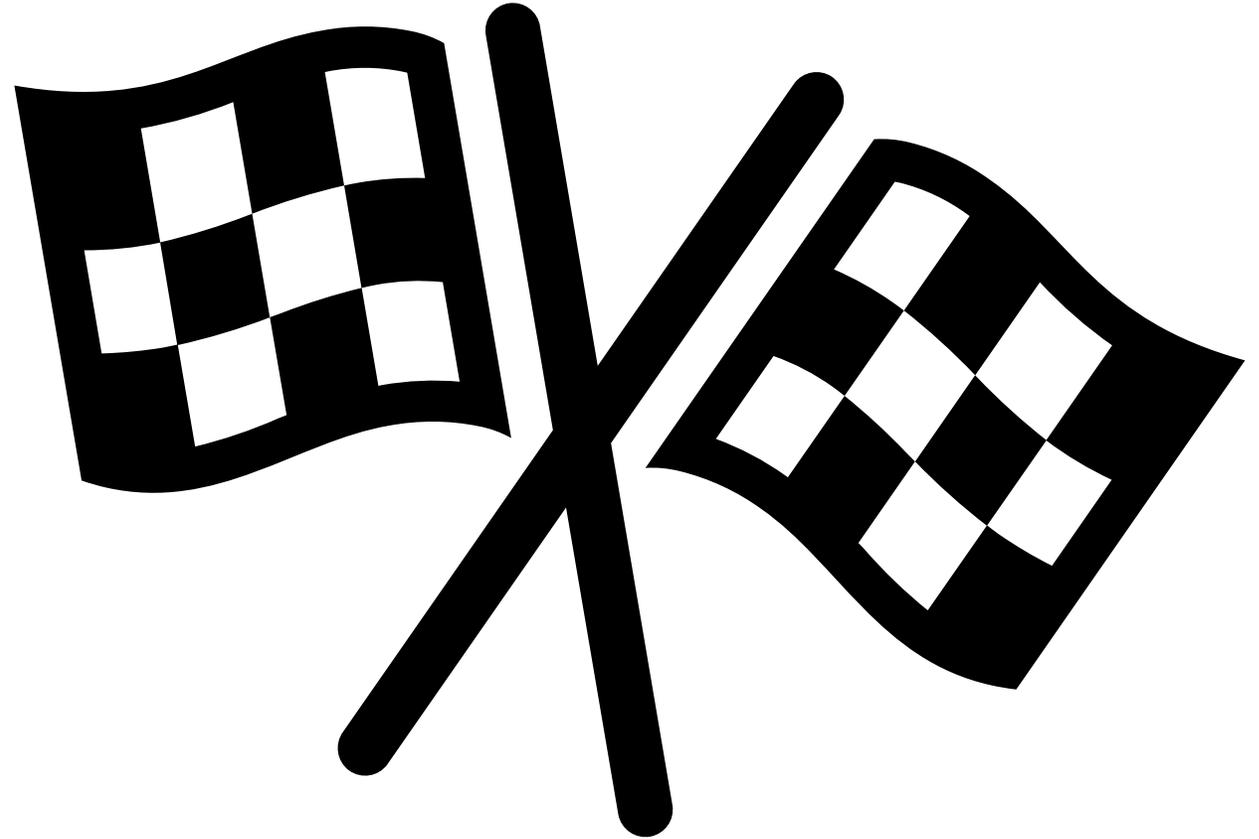
Unsheltered Veterans needed per month to reach goal



Goal Unique Veterans



Final Actions



Sustaining Your Progress

- With the end of 2023, we want to emphasize the importance of remaining vigilant with these goals.
- While we have achieved our targets nationally, **our work is not done.**
- It is critical that we continue our efforts to engage all unsheltered Veterans beyond CY 2023. Additionally, your ongoing case management services to Veterans and case conference activities also remain crucial in preventing returns to homelessness and immediately placing Veterans back on a pathway to housing if they do return to homelessness.
- Regarding the CY 2023 goals, our returns to homelessness and pathways to housing measures are based on point-in-time percentages as of the last day of the CY, so timely data entry with HOMES and HMIS is crucial.
- If you need additional support, don't hesitate to contact your local Network Homeless Coordinator or the Business Intelligence Team for assistance.

Important Dates

- To ensure that all your hard work is reflected in these goals, we want to clarify some important dates about the closeout of the measures at the end of the year:
 - **Performance in the goals will reflect all services through 12/31/2023.** This includes permanent housing dates, returns to homelessness, re-housing dates, and program entry dates through 12/31/2023 for all measures.
 - **All services occurring through 12/31/2023 must be documented by 1/10/2024**, including all HOMES and HMIS documentation.
- For a complete description of each measure and technical specifications, please refer to the [HPO CY 2023 Goals and Technical Manual](#) and contact the [Business Intelligence Team](#) with any questions.

Communicating Your Achievements to the Public



Communications Plan Brief

- HPO is coordinating with VHA Communications and the VA Office of Public and Intergovernmental Affairs to execute a media strategy to announce the results of the 2023 Homelessness Goals, tentatively scheduled for **Thursday, January 25, 2024**.
- Tactics include talking points and responses to queries, a national news release, an embargoed media roundtable, a VA News story, a podcast episode, and social media content.
- HPO is developing a media toolkit for local VAMCs, including talking points and responses to queries, a slotted press release, social media templates, and graphics.
- The toolkit will be available on VHA Comm Site by January 19, 2024.

Communications Plan Brief

- Final results are anticipated to be posted to the VHA Homeless Programs CY 2023 Homelessness Goals Dashboard on or around January 18, 2024.
- This information is **embargoed until 5:00 a.m. Eastern on January 25, 2024.**
 - Facilities must not share this information with the media or the public until the embargo lifts.
- Prior to the embargo lift, facilities may only use this information for communications planning purposes.
- VAMCs are encouraged to work with their VA homeless program teams and community homeless service providers to develop local media communications to celebrate their local progress in coordination with national communications scheduled for January 25, 2024.

What is an Embargo?

An embargo is an agreement between a source and a media outlet that information—often contained in a press release—will not be published until a predetermined time. Venture funding announcements are often disclosed to journalists “under embargo.”

For example, a company that’s just raised \$40 million in venture capital may reach out to several reporters, asking each if they’ll agree to review the details of the announcement under embargo. The embargo contains a time and date, i.e., Wednesday, March 25th at 9a.m. ET.

[Eight PR Terms You Should Know But Only Vaguely Understand](#)
[\(forbes.com\)](#)

Planning Your Celebrations



Let Us Know in the Chat

What have you done to celebrate major achievements with your staff and your community partners?

How have you recognized staff for their accomplishments and contributions?

Identifying and Acknowledging Success

- Recognition can support employee morale and satisfaction.
- It is important to acknowledge the essential role of team members as part of the message on community achievements.
- Carve out time to acknowledge staff. Examples include:
 - Awards ceremony
 - Staff luncheon
 - Employee outing

Strategies for Staff Recognition

- Consider different categories of recognition. Examples:
 - Alignment with VA or agency values.
 - First wins (for a new staff person who really stepped up).
 - Innovative strategies to meet Veterans' needs.
- Match recognition to the individual.
 - Not everyone wants public acknowledgment.

Don't Miss a Chance to Learn and Adapt

- Review your approach by seeking feedback from VA team members and partners about the goals and processes:
 - What worked well?
 - What needs to be retooled?
 - What can we fully integrate moving forward?
- Define processes for moving forward.

Q&A and Next Steps



Wrapping Up

- The recording of this call will be posted to the [VHA Homeless Programs Hub](#) in the coming days and [VA.gov/Homeless](#).
- Join our Office Hours calls on the first Thursdays of the month at 3:00 p.m. Eastern / 2:00 p.m. Central / 11:00 p.m. Mountain / 12:00 p.m. Pacific / 9:00 a.m. Hawaii.
 - **The *final* Office Hours Call is Thursday, February 1, 2024**
 - For questions, please email VHA11HPO38kGoalSupport@va.gov.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.” – Margaret Mead